



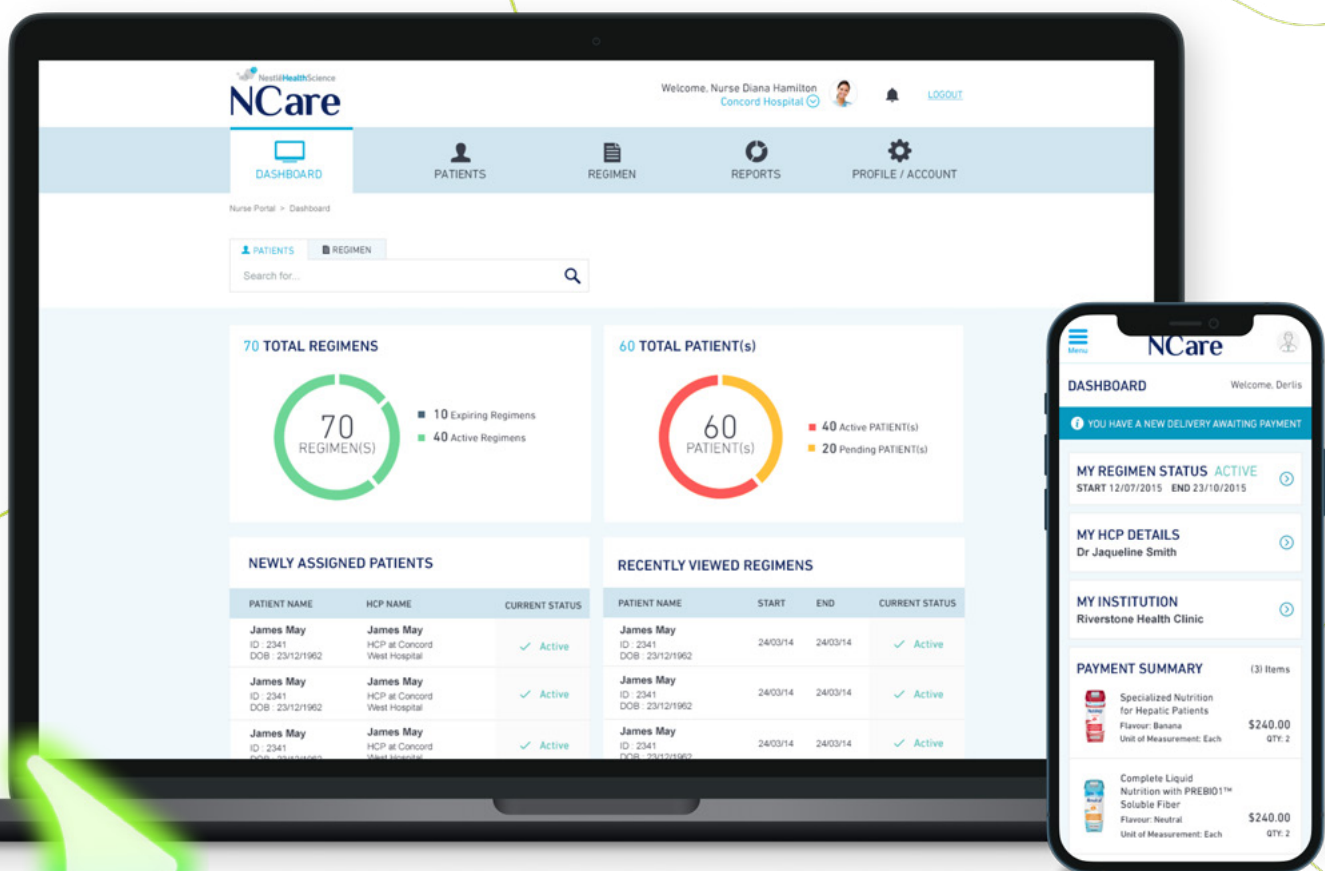
Improving the Customer
Experience with **a Healthy
Dose of Innovation**

Nestlé Health & Science helps achieve better health outcomes

Introduction

Nestlé Health & Science brings a complete range of post-surgery nutritional products to Home Enteral Nutrition (HEN) patients through its NCare program. The company also provides feeding devices and supplements vital to short and long-term patient care and recovery.

NCare enables Healthcare Professionals (HCPs) and administrative institutions (hospitals and clinics) to control and support patients' nutritional regimens to achieve better health outcomes.

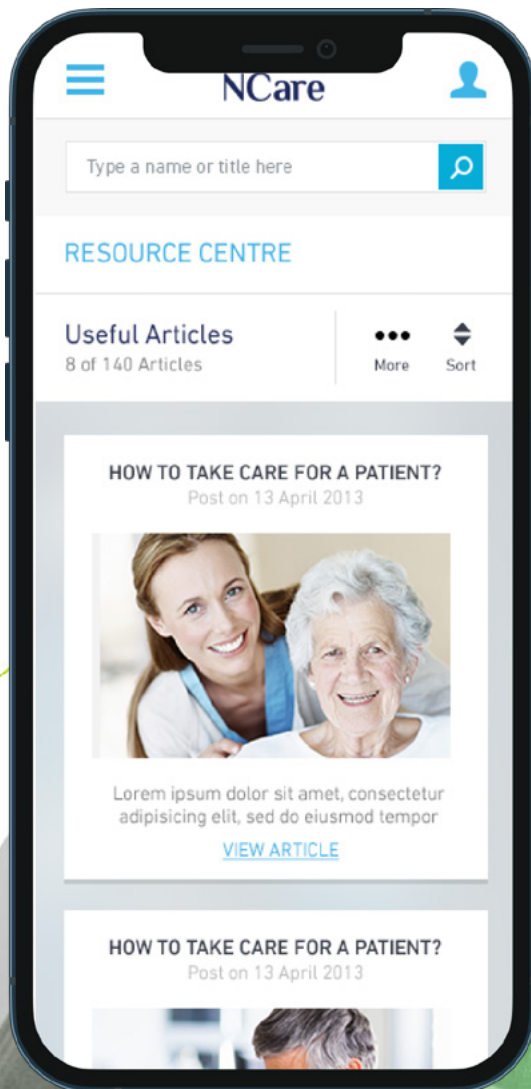


The **challenge**

Nestlé needed a fresh perspective to help streamline and simplify its patient nutritional management processes.

The company also wanted to improve the customer experience across all touchpoints, from patients and carers to HCPs and institutions.

After a lengthy RFP process, Nestlé chose global commerce innovator Globant as its sole partner in Oceania to execute its digital transformation.





The **Strategy**

Nestlé believed it could increase customer loyalty by simplifying its reordering and administrative processes.

The company needed an innovative online portal to enhance order and account management and create a more intuitive end-to-end experience. The portal would additionally remove the need for manual offline systems, including fax and order processing.

Nestlé also wanted to strengthen communication between all parties and make shipping, scheduling, and repeat purchasing faster and easier.

Execution

Globant enacted a true digital transformation, removing paper-based processes and converting sales reps from on-site order takers to promoters of the online solution.

- The Commerce Studio took innovation far beyond the customer experience by tailoring the solution to NCare's unique business needs. The team created customised portals for three distinct user personas - patients and their carers, HCPs, and institutions / hospitals.
- Globant developed an industry-first Magento solution that ensured legal compliance of medical data, strict approval processes for data sharing, and even the ability to transfer patients to other HCPs securely when needed.
- HCPs can now manage patient regimens and assign nutritional plans in a streamlined online system. Patients can then customise orders (within parameters) to their preferences.
- The new platform delivers personalised account management and dashboards with complete visibility of patient orders and regimens. Authorised carers can now handle orders on behalf of patients with subscription management supporting ongoing patient needs.
- Additionally, integration with 3 different distributors ensures patients receive products quickly. Full tracking is also available, including serial number tracking for feeding assistance products (pumps), and return and product cleaning services.





Services

Strategy

- Consulting
- Customer Research
- Technology Selection
- Ecosystem Design

Experience

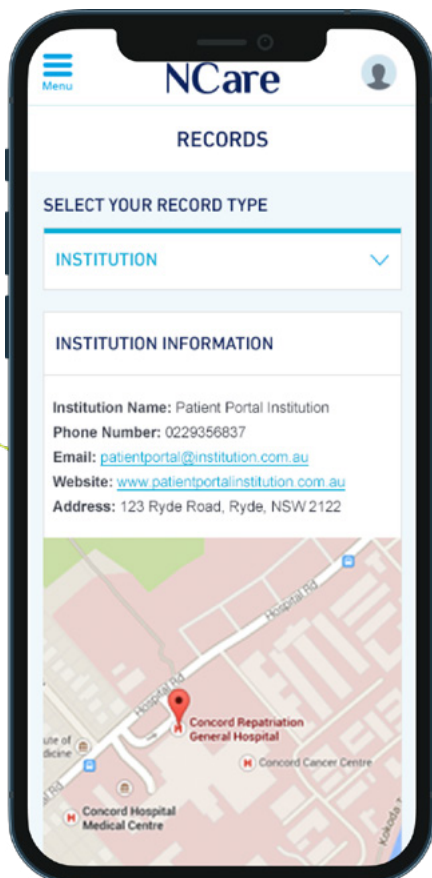
- Service Design
- Customer Journey
- UX Design
- UI Design

Delivery

- Commerce
- System Integration
- Infrastructure

Growth

- 24/7 Care
- Maturity Model
- Experience Optimization



The Results

Digital transformation with customer-centric outcomes

- HCP adoption rate increased YOY
- Significant reductions in time-consuming, manual processes, including calls and faxes
- Improved HCP satisfaction, demonstrated by boosted NPS scores

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Since our new website launched, our healthcare professional customer base has experienced a new level of simplicity and agility that is unique in the clinical space.

Jason Jezewski

Commercial & Business Development Manager, ANZ

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About **Globant**

We are a digitally native company that helps organizations reinvent themselves to create a way forward and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 25,924 employees and we are present in 21 countries working for companies like Google, Rockwell Automation, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of the Cybersecurity Tech Accord.

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